

Travelodge hires DCH for web task

By Joe Thomas

Travelodge has appointed Doner Cardwell Hawkins (DCH) to handle its online advertising and email marketing activity.

DCH, which already manages Travelodge's offline marketing, has been tasked with positioning the brand as the leading UK budget hotel chain.

DCH created a 'hotel revolution' campaign to support Travelodge's relaunch in 2005. The digital account was previously held by Partners Andrews Aldridge, but was moved without a pitch following DCH's merger with Squeeze Digital.

In July, the brand announced a global expansion plan that involved the bisection of the brand into two divisions; Travelodge UK and Travelodge International and Development.

The hotel chain also relaunched its website in May at a cost of £1m. The revamped site includes features such as



Travelodge has briefed DCH to position it as leading budget hotelier

Explore UK, which allows users to view local attractions, festivals and events. Visitors can also purchase tickets for concerts, exhibitions and shows via the service.

During the downturn, Travelodge hopes to attract more business bookings as companies opt for budget

accommodation to cut travel expenses.

The hotel chain believes that consumers will also be looking to cut their spending on holidays. In August, it responded to this by issuing a promotional voucher offering families savings on day activities when booking rooms.



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